

Four steps to social media success

We are Upsidedown Iceberg. I'm Jody Underhill and I'm Eric Kurit. In the next three minutes we are going to give you an overview of social media. Why is it critical to your business and the secret formula to your success on line.

The Yellow Pages, newspaper ads and things that evoke, even television commercials, are going by the way of the 8-track player, the milkman and the Pony Express.

Today if people want to find out information, they go straight to the internet. People have access to the internet at their home, their office, in their car, and in many cases, even in their pocket. It's no wonder Google has over 200 million lookups every single day, with over six billions lookups every month. People are certainly looking at the products or services your company offers. If you are not putting that information online, who is?

There are tons of sites on line that are making it simple for the average user to get content on the internet. These sites are referred to as social media, because they use media, and since they're interacting with so many people on these sites, they are quite social.

Some of the biggest challenges people have when trying to market their business through social media is where to start, how to effectively use their time and how they all work together.

Sssh! Don't tell anyone, but there are really only four steps. One, find people. Two, give content. Three, capture their information. Four, stay in touch so you can sell them stuff.

Here's another breakthrough in social media. You do not make money with social media. You make money by doing business with people that know, like and trust you. You market with social media to develop relationships with people so they will know, like and trust you. Then, and only then, will they buy from you.

Instead of overloading yourself with thousands of social media sites, you can use some of the most popular search engine - friendly sites to accomplish these tasks. Find people interested in your products or services with the search tools from the 355 million people on Facebook, the 35 million business people on LinkedIn or the estimated 50 million people who will be using Twitter by the end of the year.

Provide content, not commercials. Content on the sites like the second most utilized search engine, YouTube. You could also write articles for online magazines like Ezine, or make your own mini website or lenses on Squidoo.

You can make a blog or set up HubPages, or do about anything that delivers content like how-to videos or frequently asked questions about your area of expertise. You then make a lead capture page which offers people something of high perceived value, an ethical bribe for giving you their name and e-mail.

This will allow you to send e-mails or newsletters and stay in touch with people who have requested more information from you and now see you as an expert.

What does all of this do? One, it makes you credible. Two, increases referrals. Three, builds new relationships. Four, demands higher prices. Five, gives you outstanding visibility. Six, it increases familiarity. Seven, builds trust. Eight, you can then offer your product or services. Nine, because you are the perceived expert. In other words, it makes you "top of mind". It helps people know, like and trust you.

Congratulations. You now get it. That's social media marketing.